

TO: Larry Glennie

DATE: August 2, 1985

FROM: Alan Weinman

SUBJECT: Concord Flash Report

The management sell-in for Concord is coming to an end as the brand goes down the street in its four test markets on Monday. Overall, the reaction has been enthusiastic, with no absolute refusals in any market and with relatively few accounts pending. The display programs have been accepted by many accounts but some, citing control problems or other difficulties, took the brand but not the displays. We plan to provide a recap of display program acceptance shortly.

Concord RegularLittle Rock

- Purchases now represent over 2 3/4 times the allocation.
- No account has refused; but two accounts are deciding on Concord by Monday. Kroger took the brand through local distributors to maintain it within the test area.
- Safeway accepted full eight-week display program.

Spokane

- No refusals
- Most accounts took display programs.
- Response to brand highly positive.

Concord MentholFt. Wayne

- Virtually 100% acceptance, including Kroger...But Kroger said they couldn't take the display program due to difficulty in controlling stores outside the test area vs. inside. Despite this they have not totally ruled out participation.

Birmingham

- All accounts have accepted with the exception of Big B Drugs, which is expected to take the brand within two

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weeks.

- Among major accounts only Bruno Foods has refused the display program, though they took the brand.

We will continue to provide information as it is received.



AW/mf

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